WHAT IS CLAIMED IS:

1   1. A method for obtaining item information, comprising:

2   capturing an image of an item identifier;

3   transmitting the image; and

4   in response to the transmission, receiving item information associated with

5   an item identified by the item identifier.

1   2. A method according to Claim 1, wherein the image is transmitted to a

2   device.

1   3. A method according to Claim 1, wherein the image is transmitted via a

2   wireless connection.

1   4. A method according to Claim 1, wherein the item identifier comprises at

2   least one of a barcode, a VCRplus code, text, a portion of the item, a color, and a

3   texture.

1   5. A method according to Claim 4, wherein the item identifier is a Uniform

2   Resource Locator.

1   6. A method according to Claim 1, wherein the item identifier is an

2   element of a promotional offer.

1   7. A method according to Claim 1, wherein the item information

2   comprises at least one of item specifications, warranty information, executable

3   software, item availability information, Web page data, and a machine-readable

4   version of a text identifier.

1   8. A method according to Claim 7, wherein the item information

2 comprises software for conducting optical character recognition.

1   9. A method according to Claim 1, wherein the item identifier is located

2 proximate to a location, and wherein the item information relates to the location.

1   10. A method according to Claim 1, wherein the item information

2 comprises an expiration date.

1   11. A method according to Claim 10, further comprising recording the

2 expiration date in a calendar.

1   12. A method according to Claim 11, wherein the item identifier is an

2 element of a promotional offer.

1   13. A method according to Claim 12, wherein the item identifier is printed

2 in circulated materials.

1   14. A method according to Claim 11, wherein the calendar is a countdown

2 calendar.

1   15. A method for providing item information, comprising:

2   receiving an image of an item identifier; and

3   determining, based on the received image, item information associated

4 with an item identified by the item identifier.

1   16. A method according to Claim 15, wherein the image is received from

2 a device.

1   17. A method according to Claim 16, further comprising:

2   transmitting the item information to the device.

1   18. A method according to Claim 16, further comprising:

2   transmitting the item information to a second device.

1   19. A method according to Claim 16, further comprising:

2   receiving a second image of a second item identifier from a second

3   device; and

4   determining, based on the received second image, item information

5   associated with a second item identified by the second item identifier.

1   20. A method according to Claim 15, wherein the determining step

2   comprises:

3   translating the received image into an identification code.

1   21. A method according to Claim 20, wherein the determining step further

2   comprises:

3   identifying the item information as being associated with the identification

4   code.

1   22. A method according to Claim 21, wherein the identifying step

2   comprises:

3   transmitting the identification code to a device.

1   23. A method according to Claim 22, wherein the identifying step further

2   comprises:

3   receiving the item information from the device.

1   24. A method according to Claim 23, wherein the device transmits the

2   item information to a device from which the image was received.

1   25. A method according to Claim 15, wherein the item identifier comprises

2   at least one of a barcode, a VCRplus code, text, a portion of the item, a color,

3   and a texture.

1   26. A method according to Claim 25, wherein the item identifier is a

2   Uniform Resource Locator.

1   27. A method according to Claim 15, wherein the item identifier is an

2   element of a promotional offer.

1   28. A method according to Claim 15, wherein the item information

2   comprises at least one of item specifications, warranty information, executable

3   software, item availability information, Web page data, an expiration date, and a

4   machine-readable version of a text identifier.

1   29. A method according to Claim 28, wherein the item information

2   comprises software for conducting optical character recognition.

1   30. A method according to Claim 15, wherein the determining step further

2   comprises:

3   determining a type of the received image; and

4   determining a method to obtain item information based on the type.

1   31. A method according to Claim 15, wherein the item identifier is located

2   proximate to a location, and wherein the item information relates to the location.

1   32. A method according to Claim 15, further comprising:

2   receiving payment from a seller of the item.

1   33. A method according to Claim 32, wherein the payment is based on a

2   number of times the image is received.

1   34. A method according to Claim 32, wherein the payment is based on an

2   increase in the seller's revenue.

1   35. A system to interpret item identifiers, comprising:

2   a client device for capturing an image of an item identifier, for transmitting

3   the image, and for receiving item information associated with an item identified

4   by the item identifier in response to the transmission; and

5   a server for receiving the image and determining the item information

6   based on the received image.

1   36. A system according to Claim 35, further comprising:

2   an information provider for receiving the image from the server, for

3   determining the item information, and for transmitting the item information to the

4   server.

1   37. A system according to Claim 35, further comprising:

2   an information provider for receiving the image from the server, for

3   determining the item information, and for transmitting the item information to the

4   client device.

1   38. A system according to Claim 35, wherein the server receives a

2   payment from a seller of the item.

1   39. A system according to Claim 38, wherein the payment is based on a

2   number of times the image is received.

1   40. A system according to Claim 38, wherein the payment is based on an

2   increase in the seller's revenue.

1   41. A medium storing processor-executable process steps to obtain item

2   information, the process steps comprising:

3   a step to capture an image of an item identifier;

4   a step to transmit the image; and

5   a step to receive, in response to the transmission, item information

6   associated with an item identified by the item identifier.

1   42. A medium according to Claim 41, wherein the image is transmitted to

2   a device.

1   43. A medium according to Claim 41, wherein the image is transmitted via

2   a wireless connection.

1   44. A medium according to Claim 41, wherein the item identifier

2   comprises at least one of a barcode, a VCRplus code, text, a portion of the item,

3   a color, and a texture.

1   45. A medium according to Claim 44, wherein the item identifier is a

2   Uniform Resource Locator.

1   46. A medium according to Claim 41, wherein the item identifier is an

2   element of a promotional offer.

1   47. A medium according to Claim 41, wherein the item information

2   comprises at least one of item specifications, warranty information, executable

3   software, item availability information, Web page data, and a machine-readable

4   version of a text identifier.

1   48. A medium according to Claim 47, wherein the item information

2   comprises software for conducting optical character recognition.

1   49. A medium according to Claim 41, wherein the item identifier is located

2   proximate to a location, and wherein the item information relates to the location.

1   50. A medium according to Claim 41, wherein the item information

2   comprises an expiration date.

1   51. A medium according to Claim 50, the process steps further

2   comprising a step to record the expiration date in a calendar.

1   52. A medium according to Claim 51, wherein the item identifier is an

2   element of a promotional offer.

1   53. A medium according to Claim 52, wherein the item identifier is printed

2   in circulated materials.

1   54. A medium according to Claim 51, wherein the calendar is a

2   countdown calendar.

1   55. A medium storing processor-executable process steps to provide item

2   information, the process steps comprising:

3   a step to receive an image of an item identifier; and

4   a step to determine, based on the received image, item information

5   associated with an item identified by the item identifier.

1   56. A medium according to Claim 55, wherein the image is received from

2   a device.

1   57. A medium according to Claim 56, the process steps further

2   comprising:

3   a step to transmit the item information to the device.

1   58. A medium according to Claim 56, the process steps further

2   comprising:

3   a step to transmit the item information to a second device.

1   59. A medium according to Claim 56, the process steps further

2   comprising:

3   a step to receive a second image of a second item identifier from a second

4   device; and

5   a step to determine, based on the received second image, item

6   information associated with a second item identified by the second item identifier.

1   60. A medium according to Claim 55, wherein the process step to

2   determine item information:

3   a step to translate the received image into an identification code.

1   61. A medium according to Claim 60, wherein the process step to

2   determine item information further comprises:

3   a step to identify the item information as being associated with the

4   identification code.

1   62. A medium according to Claim 61, wherein the process step to identify

2   the item information comprises:

3   a step to transmit the identification code to a device.

1   63. A medium according to Claim 62, wherein the process step to identify

2   the item information further comprises:

3   a step to receive the item information from the device.

1   64. A medium according to Claim 62, wherein the device transmits the

2   item information to a device from which the image was received.

1   65. A medium according to Claim 55, wherein the item identifier

2   comprises at least one of a barcode, a VCRplus code, text, a portion of the item,

3   a color, and a texture.

1   66. A medium according to Claim 65, wherein the item identifier is a

2   Uniform Resource Locator.

1   67. A medium according to Claim 55, wherein the item identifier is an

2   element of a promotional offer.

1   68. A medium according to Claim 55, wherein the item information

2   comprises at least one of item specifications, warranty information, executable

3   software, item availability information, Web page data, an expiration date, and a

4   machine-readable version of a text identifier.

1   69. A medium according to Claim 68, wherein the item information

2   comprises software for conducting optical character recognition.

1   70. A medium according to Claim 55, wherein the process step to

2   determine item information further comprises:

3   a step to determine a type of the received image; and

4   a step to determine a medium to obtain item information based on the

5   type.

1   71. A medium according to Claim 55, wherein the item identifier is located

2   proximate to a location, and wherein the item information relates to the location.

1   72. A medium according to Claim 55, the process steps further

2   comprising:

3   receiving payment from a seller of the item.

1   73. A medium according to Claim 72, wherein the payment is based on a

2   number of times the image is received.

1   74. A medium according to Claim 72, wherein the payment is based on

2   an increase in the seller's revenue.

1   75. An apparatus to obtain item information, comprising:

2   a processor; and

3   a storage device in communication with said processor and storing

4   instructions adapted to be executed by said processor to:

5   capture an image of an item identifier;

6   transmit the image; and

7   receive, in response to the transmission, item information associated with

8   an item identified by the item identifier.

1   76. An apparatus according to Claim 75, wherein the image is transmitted
2   to a device.

1   77. An apparatus according to Claim 75, wherein the image is transmitted
2   via a wireless connection.

1   78. An apparatus according to Claim 75, wherein the item identifier
2   comprises at least one of a barcode, a VCRplus code, text, a portion of the item,
3   a color, and a texture.

1   79. An apparatus according to Claim 78, wherein the item identifier is a
2   Uniform Resource Locator.

1   80. An apparatus according to Claim 75, wherein the item identifier is an
2   element of a promotional offer.

1   81. An apparatus according to Claim 75, wherein the item information
2   comprises at least one of item specifications, warranty information, executable
3   software, item availability information, Web page data, and a machine-readable
4   version of a text identifier.

1   82. An apparatus according to Claim 81, wherein the item information
2   comprises software for conducting optical character recognition.

1   83. An apparatus according to Claim 75, wherein the item identifier is
2   located proximate to a location, and wherein the item information relates to the
3   location.

1   84. An apparatus according to Claim 75, wherein the item information

2   comprises an expiration date.

1   85. An apparatus according to Claim 84, the storage device storing

2   instructions adapted to be executed by said processor to record the expiration

3   date in a calendar.

1   86. An apparatus according to Claim 85, wherein the item identifier is an

2   element of a promotional offer.

1   87. An apparatus according to Claim 86, wherein the item identifier is

2   printed in circulated materials.

1   88. An apparatus according to Claim 85, wherein the calendar is a

2   countdown calendar.

1   89. An apparatus to provide item information, comprising:

2   a processor; and

3   a storage device in communication with said processor and storing

4   instructions adapted to be executed by said processor to:

5   receive an image of an item identifier; and

6   determine, based on the received image, item information associated with

7   an item identified by the item identifier.

1   90. An apparatus according to Claim 89, wherein the image is received

2   from a device.

1   91. An apparatus according to Claim 90, the storage device storing

2   instructions adapted to be executed by the processor to transmit the item

3   information to the device.

1   92. An apparatus according to Claim 90, the storage device storing

2   instructions adapted to be executed by the processor to transmit the item

3   information to a second device.

1   93. An apparatus according to Claim 90, the storage device storing

2   instructions adapted to be executed by the processor to:

3   receive a second image of a second item identifier from a second device;

4   and

5   determine, based on the received second image, item information

6   associated with a second item identified by the second item identifier.

1   94. An apparatus according to Claim 89, wherein the instruction adapted

2   to be executed by the processor to determine item information comprises an

3   instruction adapted to be executed by the processor to translate the received

4   image into an identification code.

1   95. An apparatus according to Claim 94, wherein the instruction adapted

2   to be executed by the processor to determine item information comprises an

3   instruction adapted to be executed by the processor to identify the item

4   information as being associated with the identification code.

1   96. An apparatus according to Claim 95, wherein the instruction adapted

2   to be executed by the processor to identify the item information comprises an

3   instruction adapted to be executed by the processor to transmit the identification

4   code to a device.

1   97. An apparatus according to Claim 96, wherein the instruction adapted

2   to be executed by the processor to identify the item information comprises an

3   instruction adapted to be executed by the processor to receive the item

4   information from the device.

1   98. An apparatus according to Claim 96, wherein the device transmits the

2   item information to a device from which the image was received.

1   99. An apparatus according to Claim 89, wherein the item identifier

2   comprises at least one of a barcode, a VCRplus code, text, a portion of the item,

3   a color, and a texture.

1   100. An apparatus according to Claim 99, wherein the item identifier is a

2   Uniform Resource Locator.

1   101. An apparatus according to Claim 89, wherein the item identifier is an

2   element of a promotional offer.

1   102. An apparatus according to Claim 89, wherein the item information

2   comprises at least one of item specifications, warranty information, executable

3   software, item availability information, Web page data, an expiration date, and a

4   machine-readable version of a text identifier.

1   103. An apparatus according to Claim 102, wherein the item information

2   comprises software for conducting optical character recognition.

1   104. An apparatus according to Claim 89, wherein the instruction adapted

2   to be executed by the processor to determine item information comprises an

3   instruction adapted to be executed by the processor to:

4   determine a type of the received image; and

5   determine a medium to obtain item information based on the type.

1   105. An apparatus according to Claim 89, wherein the item identifier is

2   located proximate to a location, and wherein the item information relates to the

3   location.

1   106. An apparatus according to Claim 89, the storage device storing

2   instructions adapted to be executed by the processor to receive payment from a

3   seller of the item.

1   107. An apparatus according to Claim 106, wherein the payment is based

2   on a number of times the image is received.

1   108. An apparatus according to Claim 106, wherein the payment is based

2   on an increase in the seller's revenue.

1   109. A method according to Claim 1, wherein the item identifier comprises

2   first text in a first language and the item information comprises second text in a

3   second language, wherein the item information is in a machine-readable format,

4   and wherein the second text represents a translation of the first text from the first

5   language to the second language.

1   110. A method according to Claim 15, wherein the item identifier

2   comprises first text in a first language and the item information comprises second

3   text in a second language, wherein the item information is in a machine-readable

4   format, and wherein the second text represents a translation of the first text from

5   the first language to the second language.

1   111. A medium according to Claim 41, wherein the item identifier

2   comprises first text in a first language and the item information comprises second

3   text in a second language, wherein the item information is in a machine-readable

4   format, and wherein the second text represents a translation of the first text from

5   the first language to the second language.

1   112. A medium according to Claim 55, wherein the item identifier

2   comprises first text in a first language and the item information comprises second

3   text in a second language, wherein the item information is in a machine-readable

4   format, and wherein the second text represents a translation of the first text from

5   the first language to the second language.